



NOTICE OF A REGULAR MEETING

Main Street Advisory Board

Monday, March 6, 2023, at 4:00 PM

City Hall – 2nd Floor Conference Room

200 West Vulcan St.

Brenham, Texas

1. Call Meeting to Order

2. Citizens Comments

[At this time, anyone will be allowed to speak on any matter concerning this Board that is not on the agenda, for a length of time not to exceed three (3) minutes. No Board discussion or action may take place on a matter until such has been placed on an agenda and posted in accordance with the law.]

WORK SESSION

3. Introduction of New Main Street Manager, Leigh Linden

4. Reports from Main Street Committee Chairs:

- **Design**
- **Economic Vitality**
- **Organization**
- **Promotions**

5. Discussion and Update from Downtown Business Alliance – Jamie Pinner

6. Discussion and Update on Main Street Raised Funds Balance

REGULAR SESSION

7. Discuss and Possibly Act Upon the Minutes from the February 6, 2023 Regular Meeting

8. Discuss and Possibly Act Upon Moving the Date of the April First Friday Farmer's and Artisan Market to Friday March 31, 2023

9. Discuss and Possibly Act Upon the Appointment of Committee Members for Each of the Four Main Street Committees for Terms Expiring January 31, 2024

10. Discuss and Possibly Act Upon the Appointment of a Main Street Advisory Board Member to Serve as Chair of Each of the Four Main Street Committees for Terms Expiring January 31, 2024

11. Discuss and Possibly Act Upon Allocating a Budget From Main Street Raised Funds Account for the Purchase of Christmas Decor

12. Administrative Updates

- **New Main Street Businesses**
- **Updates from Elected Officials**
- **Other Updates**

Adjourn

CERTIFICATION

I certify that a copy of the March 6, 2023 agenda of items to be considered by the Main Street Board was posted to the City Hall bulletin board at 200 W. Vulcan, Brenham, Texas on Friday, March 3, 2023 at 4:00pm.

Leigh Linden
Main Street Manager

Disability Access Statement: This meeting is wheelchair accessible. The accessible entrance is located at the Vulcan Street entrance to the City Administration Building. Accessible parking spaces are located adjoining the entrance. Auxiliary aids and services are available upon request (interpreters for the deaf must be requested twenty-four (24) hours before the meeting) by calling (979) 337-7567 for assistance.

I certify that the attached notice and agenda of items to be considered by the Main Street Board was removed by me from the City Hall bulletin board on the _____ day of _____, 2023 at _____ AM PM.

Signature

Title



AGENDA ITEM 3

DATE OF MEETING: March 6, 2023	DATE SUBMITTED: March 3, 2023
	SUBMITTED BY: Susan Cates
MEETING TYPE: <input checked="" type="checkbox"/> REGULAR <input type="checkbox"/> SPECIAL	CLASSIFICATION: <input type="checkbox"/> REGULAR <input checked="" type="checkbox"/> WORK SESSION
AGENDA ITEM DESCRIPTION: <ul style="list-style-type: none">• Introduction of New Main Street Manager	
SUMMARY STATEMENT: <p>Leigh was selected from a candidate pool of 16 applicants. The MSB Executive Committee selected 4 for first-round interviews conducted by Susan Cates. Two finalists were selected for final interview by the Executive Committee. The final interview included presentation of a situation scenario and creation of a volunteer recruitment letter. Leigh was recommended unanimously by the Committee. She began work on February 27th.</p>	
STAFF ANALYSIS: A. PROS: B. CONS:	
ALTERNATIVES (In Suggested Order of Staff Preference):	
ATTACHMENTS: None	
RECOMMENDED ACTION: Work Session item, no action required.	
APPROVALS:	



AGENDA ITEM 4

DATE OF MEETING: March 6, 2023	DATE SUBMITTED: March 3, 2023
SUBMITTED BY: Leigh Linden	
MEETING TYPE: <input checked="" type="checkbox"/> REGULAR <input type="checkbox"/> SPECIAL	CLASSIFICATION: <input type="checkbox"/> REGULAR <input checked="" type="checkbox"/> WORK SESSION
AGENDA ITEM DESCRIPTION: Reports from Main Street Committees: <ul style="list-style-type: none"> ➤ Design ➤ Economic Vitality ➤ Organization ➤ Promotions 	
SUMMARY STATEMENT: Reports provided by each of the Main Street Committees by the 2023 Committee Chair with information regarding activity updates and recommendations to the Board. <ul style="list-style-type: none"> ➤ Design, Elizabeth Price <ul style="list-style-type: none"> ○ Meets at City Hall the 3rd Tuesday at 4 pm ➤ Economic Vitality, Coleen Broussard <ul style="list-style-type: none"> ○ Meets at City Hall the 2nd Tuesday at 4 pm ➤ Organization, Tiffany Morisak <ul style="list-style-type: none"> ○ Meets at City Hall the 4th Monday at 10 am ➤ Promotions, Wendy Meaux <ul style="list-style-type: none"> ○ Meets at various Downtown locations the 1st Wednesday at 5:15 pm 	
STAFF ANALYSIS: A. PROS: B. CONS:	
ALTERNATIVES (In Suggested Order of Staff Preference):	
ATTACHMENTS: None	
RECOMMENDED ACTION: Work Session item, no action required.	
APPROVALS:	



AGENDA ITEM 5

DATE OF MEETING: March 6, 2023	DATE SUBMITTED: March 3, 2023
SUBMITTED BY: Leigh Linden	
MEETING TYPE: <input checked="" type="checkbox"/> REGULAR <input type="checkbox"/> SPECIAL	CLASSIFICATION: <input type="checkbox"/> REGULAR <input checked="" type="checkbox"/> WORK SESSION
AGENDA ITEM DESCRIPTION: Update from Downtown Business Alliance – Jamie Pinner	
SUMMARY STATEMENT: Jamie Pinner will update the MSBoard on meetings the newly organized Downtown Business Alliance has had regarding business participation and parking initiatives.	
STAFF ANALYSIS: A. PROS: B. CONS:	
ALTERNATIVES (In Suggested Order of Staff Preference):	
ATTACHMENTS: None	
RECOMMENDED ACTION: Work Session item, no action required.	
APPROVALS:	



AGENDA ITEM 6

DATE OF MEETING: March 6, 2023	DATE SUBMITTED: March 3, 2023
SUBMITTED BY: Leigh Linden	
MEETING TYPE: <input checked="" type="checkbox"/> REGULAR <input type="checkbox"/> SPECIAL	CLASSIFICATION: <input type="checkbox"/> REGULAR <input checked="" type="checkbox"/> WORK SESSION
AGENDA ITEM DESCRIPTION: Update on Main Street Raised Funds Balance	
SUMMARY STATEMENT: No change from last month as no new grants have been approved or paid	
STAFF ANALYSIS: A. PROS: B. CONS:	
ALTERNATIVES (In Suggested Order of Staff Preference):	
ATTACHMENTS: Raised Funds Financials	
RECOMMENDED ACTION: Work Session item, no action required.	
APPROVALS:	

Fiscal Year 10/1/22 - 9/30/23
Main Street Fund and Grant Balances
As of February 2, 2023

Part I - Current Fund Balances

Raised Funds	\$	69,611
BCDC (EIIG)	\$	15,000
BCDC (Downtown Incentive)	\$	17,500

Part II - Current Grant Balances

Date	Name	Economic Impact & Innovation Grant		Downtown Incentive Grant		Sign Grant
		BCDC	Raised Funds	BCDC	Raised Funds	Raised Funds
Beginning Balance		30000	30000	21000	21000	
10/12/2022	Brenham Heritage Museum	7500	7500			
11/17/2022	Top Floor Cars	7500	7500			
11/18/2022	Brenham Heritage Museum			3500	3500	
	Balance	15000	15000	17500	17500	

PENDING	Glamfetti			7000	7000
	100 Alamo			2000	2000
	Adjusted Balance	15000	15000	8500	8500

Raised Funds Adjusted Balance	\$	61,111
Reserves For Grants	-	<u>32,500</u>
Available Balance	\$	28,611



AGENDA ITEM 6

DATE OF MEETING: March 6, 2023	DATE SUBMITTED: March 3, 2023
	SUBMITTED BY: Leigh Linden
MEETING TYPE: <input checked="" type="checkbox"/> REGULAR <input type="checkbox"/> SPECIAL	CLASSIFICATION: <input checked="" type="checkbox"/> REGULAR SESSION <input type="checkbox"/> WORK SESSION
AGENDA ITEM DESCRIPTION: Discuss and Possibly Act Upon the Minutes from the February 6, 2023 Regular Meeting	
SUMMARY STATEMENT: Please review included minutes.	
STAFF ANALYSIS: A. PROS: B. CONS:	
ALTERNATIVES (In Suggested Order of Staff Preference):	
ATTACHMENTS: DRAFT Minutes of February 6, 2023 Main Street Advisory Board Meeting	
RECOMMENDED ACTION: Approval of the minutes.	
APPROVALS:	

MINUTES
BREHAM MAIN STREET ADVISORY BOARD
February 6, 2023

A regular meeting of the Brenham Main Street Advisory Board was held on Monday, February 6, 2023 at City Hall, Conference Room 2A, 200 W. Vulcan, Brenham, Texas beginning at 4:00 p.m.

Board members present were Tiffany Morisak, Dax Flisowski, Celia Haley, Doug Peck, Elizabeth Price, Pete Simpson, Connie Wilder, Lowell Ogle, Coleen Broussard, and Wendy Meaux.

Board members absent were Andi Liner.

City of Brenham staff members present were Economic Development Director Susan Cates, Barnhill Center Manager Alex Dill, and Assistant Aquatic Superintendent Kelsey Toy.

Others present were City Councilmember Leah Cook, Tom Whitehead (media) from KWHI, Jon Hill, Jamie Pinner, Sherry Harber, and Rusty Summar

1. Chair Doug Peck called the meeting to order.

2. Citizen/Visitor Comments

Sherry Harber read a statement regarding her desire to help Downtown Brenham and her opinion regarding the need to preserve parking for retail.

WORK SESSION

3. Recognition of 2022 Outgoing Main Street Advisory Board Members

Doug Peck thanked each of the four outgoing Board Members: Melinda Faubion, Jon Hill, Tom Whitehead and Margie Young. Hill and Whitehead were present to receive their certificates of appreciation and cards confirming a commemorative brick will be placed in their honor in Alamo Alley.

4. Reports from Main Street Committees

- **Design** – Elizabeth Price (Chair) stated that they have one pending grant application from Glamfetti that is nearing completion, the committee will have a Christmas decoration plan to propose to the Board at next month's meeting, and remarked that Design Committee quarterly ride around survey of downtown buildings noted some concern about the back exterior wall of the Yumm's building that needs to be addressed with the owner.
- **Economic Vitality** – Did not meet this month so there are no updates. The committee is meeting on Wednesday, February 8th.
- **Organization** – Tiffany Morisak (Chair) shared that James Pharaon was at the meeting this month to discuss work on the third Recollections DVD. Direction on the content was provided to Mr. Pharaon and work is commencing. A meeting with

Tiffany Morisak, Susan Cates and Jennifer Eckermann is scheduled to discuss Local History Day.

- **Promotions** – Wendy Meaux (Chair) reported that all bands for Hot Nights, Cool Tunes have been secured: Ashmore, Skyrocket, Shekere and The Spicolis. The committee is continuing to solicit sponsorships. Summer Sip is scheduled for June 10th and the committee is in early planning. Galentine’s event is a merchant-led event with 16 participants on February 8th.

5. Discussion and Update on 2023 Uptown Swirl

Promotions Committee Chair Wendy Meaux stated that “it was the best Swirl ever!” Financials were presented showing almost \$27,000 in revenue. 797 total glasses distributed. Retailers report significant sales increase for the day over normal Saturdays.

6. Discussion and Update First Friday Farmers and Artisan Market

Alex Dill and Kelsey Toy reported that the February market received 47 applications, 37 signed up to participate, 2 were no-shows. There was good traffic for a winter market and the weather was gorgeous. Susan Cates expressed appreciation for Alex and Kelsey stepping in to keep the market going while the Main Street Manager position is vacant.

7. Discussion and Update on Spring Eggs Art Walk

Design Committee Chair Elizabeth Price reported that planning for Spring Eggs Art Walk is well underway. Teresa Rosales has updated the flyer and sent out an email to solicit sponsors. Approximately 30 egg cut-outs are being prepared. A draft of the flyer was circulated to Board Members.

8. Discussion and Update on Downtown Parklets

Elizabeth Price noted that the process of developing Parklets started over five years ago with the Parklet at 96West. The Main Street contributors reviewed best practices from other similar towns to Brenham. Pete Simpson presented a handout showing the distance from the back to the front of Walmart at 400 feet, similar to most distances from downtown retailers to city-owned parking lots adjacent to Downtown. Connie Wilder remarked that it is important for the city to plan for parking before approving Parklets. Tom Whitehead commented that the 2012 Downtown Master Plan and the 2017-2018 revisions extensively discuss parking recommendations. Rusty Summer stated that he thinks there should be designated parking for County business in lots away from the Courthouse Square. Councilmember Leah Cook expressed thanks for all the work the Main Street Organization has put into the Parklet Manual.

9. Discussion and Update on Main Street Manager Position

Susan Cates reported that the Main Street Executive Committee reviewed 11 resumes, selected four for Cates to interview (one cancelled because she found another job). The

executive Committee met again to review first interview results and selected two candidates for a interview with the Committee on Thursday, February 9th.

10. Discussion and Update on Main Street Raised Funds Balance

Susan Cates expressed thanks to Teresa Rosales for compiling the spreadsheet showing the Raised Funds Balance of \$69,611, noting the matching grant funds from Brenham Community Development Corporation, deducting Fiscal Year 2023 paid grants, and funds earmarked for future grants, leaving an available funds balance of \$28,611. Cates noted that the Board should consider allocating an amount of the balance toward Sign Grants at a future meeting.

REGULAR SESSION

11. Discuss and Possibly Act Upon the Minutes from the January 9, 2023 Regular Meeting

No changes were made.

Elizabeth Price made the motion with a second by Wendy Meaux. Chair called for a vote. The motion passed with the Board voting as follows:

Chair Tiffany Morisak	Yes
Coleen Broussard	Yes
Dax Flisowski	Yes
Celia Haley	Yes
Andi Liner	Absent
Wendy Meaux	Yes
Lowell Ogle	Yes
Douglas Peck	Yes
Elizabeth Price	Yes
Pete Simpson	Yes
Connie Wilder	Yes

12. Administrative Updates

➤ **Main Street America Video Series**

Susan Cates reminded all Board members about the email forwarded from Main Street America with videos about each of the four points of the Main Street Program. The Board provided direction to Cates to also send to all committee members.

➤ **Other Updates**

Chair Doug Peck requested each committee chair to review their membership and provide a list of members with designated committee chair for the Board to approve at the next meeting.

The next Main Street Board Meeting is March 6, 2023.

Pete Simpson made a motion to adjourn with a second by Wendy Meaux. Chair Doug Peck adjourned the Meeting at 5:04 pm.

Doug Peck
Board Chair

ATTEST:

Susan Cates
Director of Economic Development

DRAFT



AGENDA ITEM 8

DATE OF MEETING: March 6, 2023	DATE SUBMITTED: March 3, 2023
SUBMITTED BY: Leigh Linden	
MEETING TYPE: <input checked="" type="checkbox"/> REGULAR <input type="checkbox"/> SPECIAL	CLASSIFICATION: <input checked="" type="checkbox"/> REGULAR SESSION <input type="checkbox"/> WORK SESSION
AGENDA ITEM DESCRIPTION: Discuss and Possibly Act Upon Moving the Date of the April First Friday Farmer’s and Artisan Market to Friday March 31, 2023	
SUMMARY STATEMENT: The April First Friday Farmer’s and Artisan Market falls on April 7 th which is Good Friday and a City staff holiday. We will not have staff support to produce the event. The Promotions Committee evaluated cancellation or moving the event to March 31 st or April 14 th . Promotions recommends moving the event to Friday March 31, 2023 to coincide with the last week of Round Top Spring Antiques and to avoid the Chappell Hill Bluebonnet Festival weekend of April 15-16 as many of our regular vendors will be busy setting up for that event.	
STAFF ANALYSIS: A. PROS: Attract Round Top visitors to Brenham for the evening B. CONS: Two events in March, none in April	
ALTERNATIVES (In Suggested Order of Staff Preference):	
ATTACHMENTS: None	
RECOMMENDED ACTION: Approve new date	
APPROVALS:	



AGENDA ITEM 9

DATE OF MEETING: March 6, 2023	DATE SUBMITTED: March 3, 2023
SUBMITTED BY: Leigh Linden	
MEETING TYPE: <input checked="" type="checkbox"/> REGULAR <input type="checkbox"/> SPECIAL	CLASSIFICATION: <input checked="" type="checkbox"/> REGULAR SESSION <input type="checkbox"/> WORK SESSION
AGENDA ITEM DESCRIPTION: Discuss and Possibly Act Upon the Appointment of Committee Members for Each of the Four Main Street Committees for Terms Expiring January 31, 2024	
SUMMARY STATEMENT: At the January meeting the MSBoard approved the Committee structure recommended by the Organization Committee: <ul style="list-style-type: none"> ➤ Design, 7 members ➤ Economic Vitality, 5 members ➤ Promotions, 11 members ➤ Organization, 5 members At the February meeting the MSBoard requested that all Committees provide a list of members for annual approval by MSBoard. Currently there remains one vacancy on Organization and two extra members on Economic Vitality.	
STAFF ANALYSIS: A. PROS: B. CONS:	
ALTERNATIVES (In Suggested Order of Staff Preference):	
ATTACHMENTS: Committee List	
RECOMMENDED ACTION: Approve Committee Member Appointments. Allow Economic Vitality to operate with seven members at this time. Seek another member for Organization.	
APPROVALS:	

2023 Main Street Committees Members

Design (7)

1. Elizabeth Price, Chair
2. Doug Peck
3. Pete Simpson
4. Margie Young
5. Celia Hayley
6. Bev Frew
7. Dax Flisowski

Economic Vitality (5)

1. Colleen Broussard, Chair
2. Melinda Faubion
3. Jon Hill
4. Lowell Ogle
5. Connie Wilder
6. Aleesa Hardage
7. Jamie Pinner

Organization (5)

1. Tiffany Morisak, Chair
2. Robin Cook
3. Mary Lou Winkelmann
4. Missy Peck
5. Vacant

Promotions (11)

1. Wendy Meaux, Chair
2. Colleen Broussard
3. Brandi Conway
4. Carli Conway
5. Carina Dadub
6. Tiffany Howard
7. Andi Liner
8. Hanna Myers
9. Amber Westerfeld
10. Gracie Westerfeld
11. Tom Whitehead



AGENDA ITEM 9

DATE OF MEETING: March 6, 2023	DATE SUBMITTED: March 3, 2023
SUBMITTED BY: Leigh Linden	
MEETING TYPE: <input checked="" type="checkbox"/> REGULAR <input type="checkbox"/> SPECIAL	CLASSIFICATION: <input checked="" type="checkbox"/> REGULAR SESSION <input type="checkbox"/> WORK SESSION
AGENDA ITEM DESCRIPTION: Discuss and Possibly Act Upon the Appointment of a Main Street Advisory Board Member to Serve as Chair of Each of the Four Main Street Committees for Terms Expiring January 31, 2024	
SUMMARY STATEMENT: At the January meeting the MSBoard approved that Committee Chair positions should be held by MSBoard members. The following Chairs have been recommended by each committee: <ul style="list-style-type: none"> ➤ Design, Elizabeth Price ➤ Promotions, Wendy Meaux ➤ Economic Vitality, Coleen Broussard ➤ Organization, Tiffany Morisak 	
STAFF ANALYSIS: A. PROS: B. CONS:	
ALTERNATIVES (In Suggested Order of Staff Preference):	
ATTACHMENTS: None	
RECOMMENDED ACTION: Approve Committee Chair Appointments	
APPROVALS:	



AGENDA ITEM 11

DATE OF MEETING: March 6, 2023	DATE SUBMITTED: March 3, 2023
SUBMITTED BY: Elizabeth Price	
MEETING TYPE: <input checked="" type="checkbox"/> REGULAR <input type="checkbox"/> SPECIAL	CLASSIFICATION: <input checked="" type="checkbox"/> REGULAR SESSION <input type="checkbox"/> WORK SESSION
AGENDA ITEM DESCRIPTION: Discuss and Possibly Act Upon Allocating a Budget From Main Street Raised Funds Account for the Purchase of Christmas Decor	
SUMMARY STATEMENT: Since last year the Design Committee has been working on a plan to update and enhance the Christmas Decorations in Downtown. The plan recommended by the Committee is attached. The Committee is requesting a budget allocation from the Raised Funds Account to place an order for items in accordance with the plan presented.	
STAFF ANALYSIS: A. PROS: Christmas is a big event in Brenham and it has been many years since additions to the Christmas Décor have been added. B. CONS: Expenditures in this area will limit funds available for other potential projects.	
ALTERNATIVES (In Suggested Order of Staff Preference):	
ATTACHMENTS: Christmas Decoration Plan	
RECOMMENDED ACTION: Approve a budget for purchasing Christmas décor	
APPROVALS:	

Brenham Main Street
 Design Committee
 Holiday Decorations Strategic Plan

2.21.23

Issues to be addressed are:

1. Live Oak Tree lighting on the Courthouse lawn needs to be re-done. It's beyond its useful life and getting the trees operational will be an undertaking. County needs to handle this expense.
2. Overall downtown building lighting is 8-10 years old and needs to be re-done as well.
3. Existing wreaths need to be spiffed up with new garland, lights, and bows. We have 16 wreaths.
4. New wreaths for the historic style light posts are of interest to add decorations to other areas, such as Commerce Street and the side streets off the square. These wreaths are lower cost and could be sponsored by local businesses.
5. Skyline Garland crossing Main and Alamo to act as both gateway and seasonal color was requested by the committee.
6. Lower cost option to string lights across the streets. There used to be cabling across the streets to do this. Some remains in place. This would require building Owner participation. Installation would be completed by City staff. Coordination with TxDOT may be required.

Budget Items:	Cost	Notes
1. Live Oak Tree Lighting	\$16,553.12	By County
2. Overall Downtown Building Lighting	\$200,000.00	2022 estimate
3. Spruce up Existing Wreaths (garland, lights)	\$1,600.00	
4. Over the pole wreaths with garland	each \$1,400.00	
5. Skyline with Garland (per location)	\$3,000.00	
6. Lights across the streets (per location)	\$750.00	
7. Community Christmas Tree, 22'	\$20,000.00	priority?

Proposed 3 year strategy:

2023

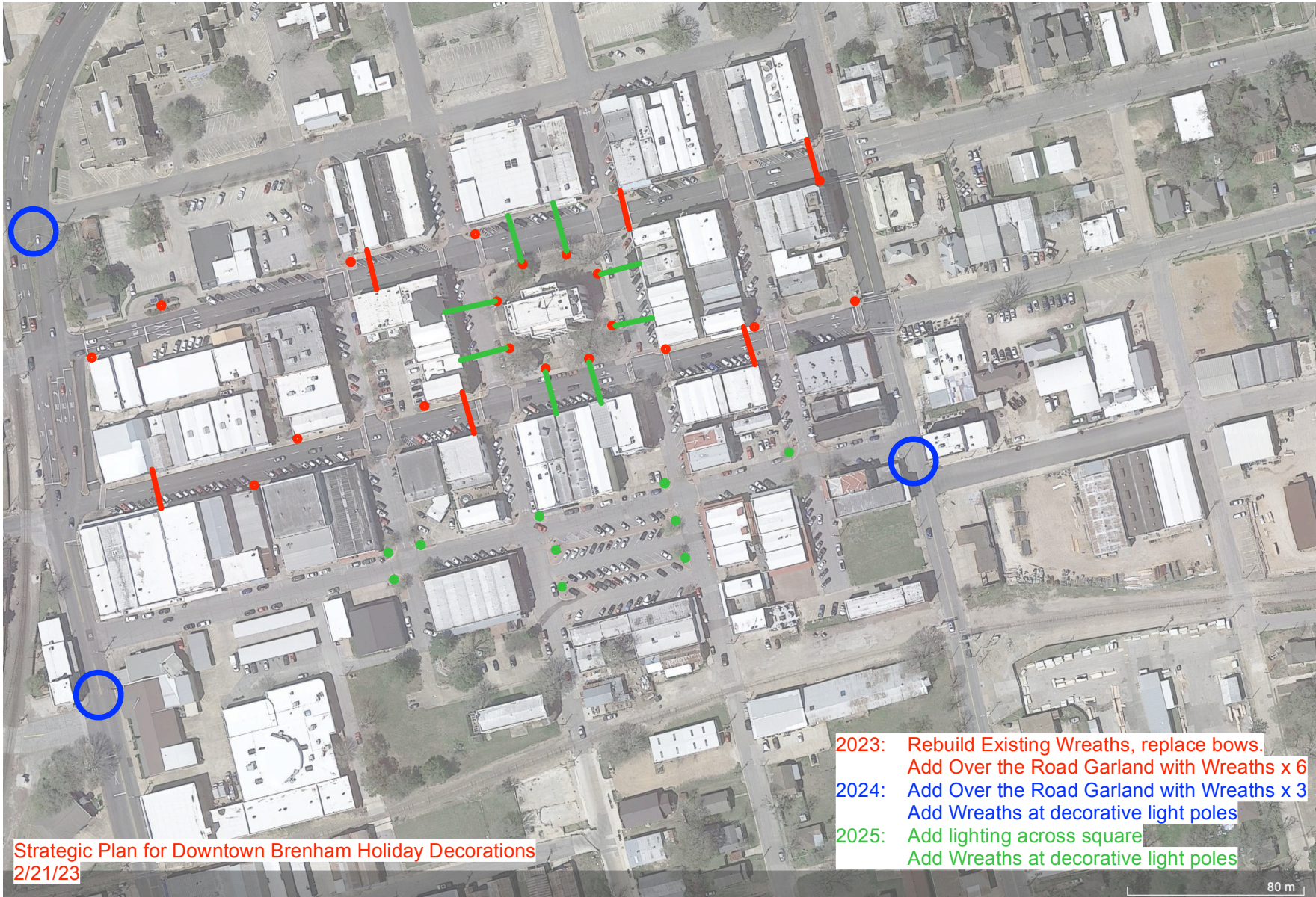
1. Add Skyline Garland at 6 locations \$18,000.00
2. Existing Wreaths (garland, lights) \$1,600.00

2024

1. Add 10 over the pole wreaths with garlands \$15,000.00
2. Add Skyline Garland at 3 locations \$9,000.00

2025

1. Add Lighting across streets at square \$6,000.00
2. Add 10 over the pole wreaths with garlands \$15,000.00



Strategic Plan for Downtown Brenham Holiday Decorations
2/21/23

- 2023: Rebuild Existing Wreaths, replace bows.
Add Over the Road Garland with Wreaths x 6
- 2024: Add Over the Road Garland with Wreaths x 3
Add Wreaths at decorative light poles
- 2025: Add lighting across square
Add Wreaths at decorative light poles



AGENDA ITEM 12

DATE OF MEETING: March 6, 2023	DATE SUBMITTED: March 3, 2023
	SUBMITTED BY: Leigh Linden
MEETING TYPE: <input checked="" type="checkbox"/> REGULAR <input type="checkbox"/> SPECIAL	CLASSIFICATION: <input checked="" type="checkbox"/> REGULAR SESSION <input type="checkbox"/> WORK SESSION
AGENDA ITEM DESCRIPTION: Administrative Updates <ul style="list-style-type: none">➤ New Main Street Businesses➤ Updates from Elected Officials➤ Other Updates	
SUMMARY STATEMENT:	
STAFF ANALYSIS: A. PROS: B. CONS:	
ALTERNATIVES (In Suggested Order of Staff Preference):	
ATTACHMENTS: None	
RECOMMENDED ACTION: The Board may provide direction to staff or forward to committee, but no action is taken on items discussed.	
APPROVALS:	